

MEMO FROM  
J. LEDERBERG  
GENETICS DEPARTMENT  
STANFORD UNIVERSITY  
STANFORD, CALIFORNIA

TO: Dr. Gordon TX  
MacDonald RC  
Environmental RO  
Quality Council

The White House

2-13-70

Dear Gordon--

First, CONGRATULATIONS  
to you and to the rest of us!

May I suggest 1 task now: to get the  
FTC to take a serious interest in  
dubious advertising that attempts to ride  
the environmental bandwagon. Nothing will  
be more injurious than the inevitable  
Public cynicism that will develop in  
reaction to overstated claims -- like  
what you may already have seen for  
SOCAL's F-310 (another detergent,  
I believe a ~~poly~~ poly (amino-butane)).

